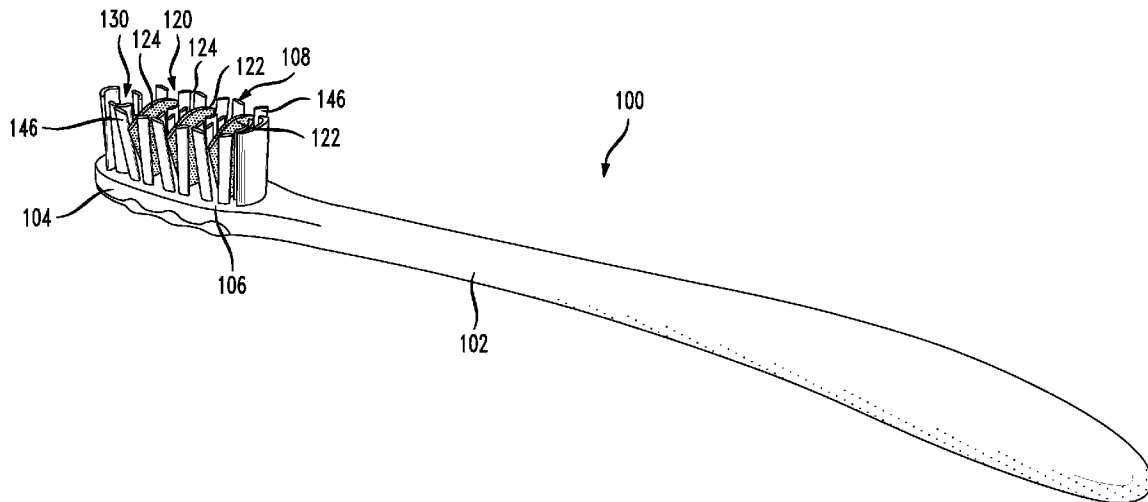


(43) **Pub. Date:** **Oct. 23, 2014**



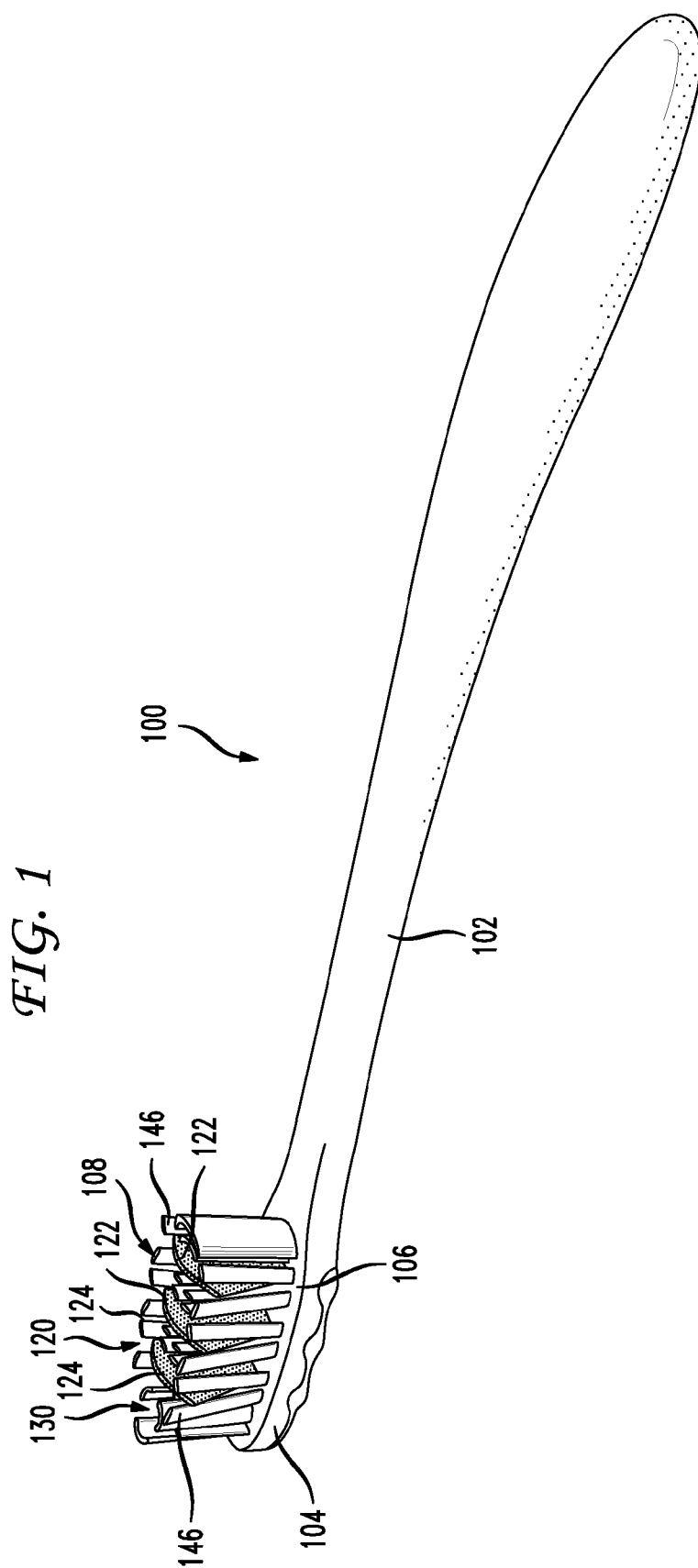


FIG. 2

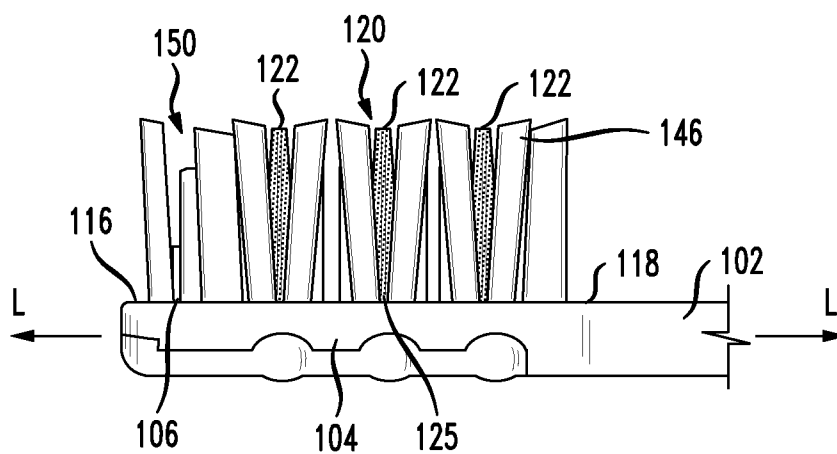


FIG. 3

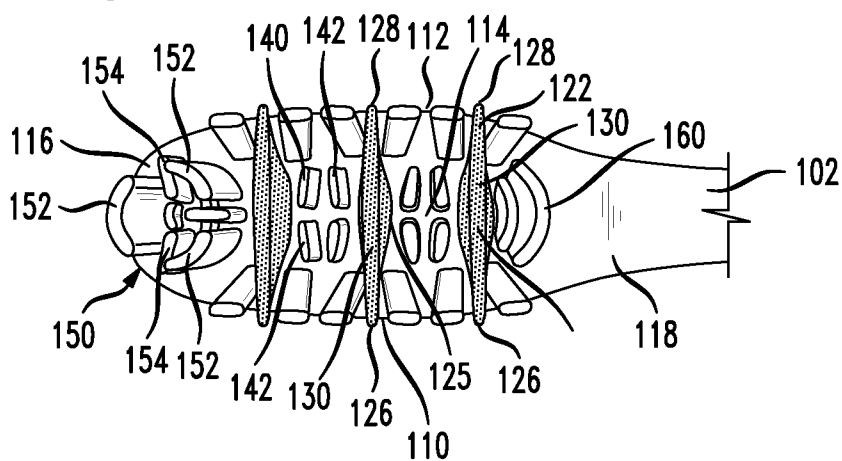


FIG. 4

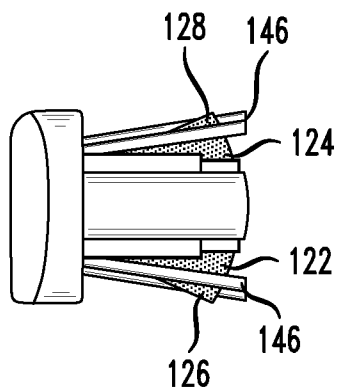


FIG. 5

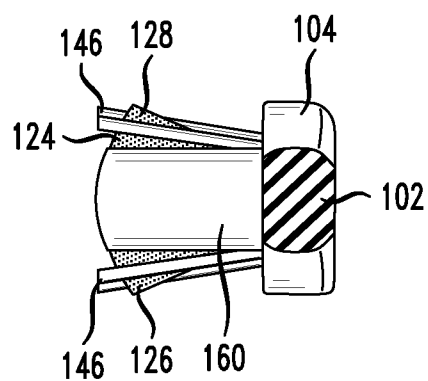
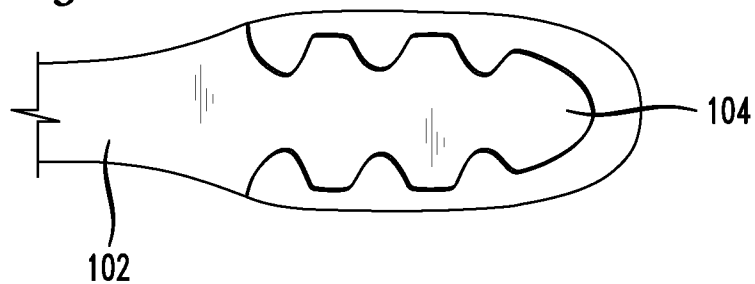


FIG. 6



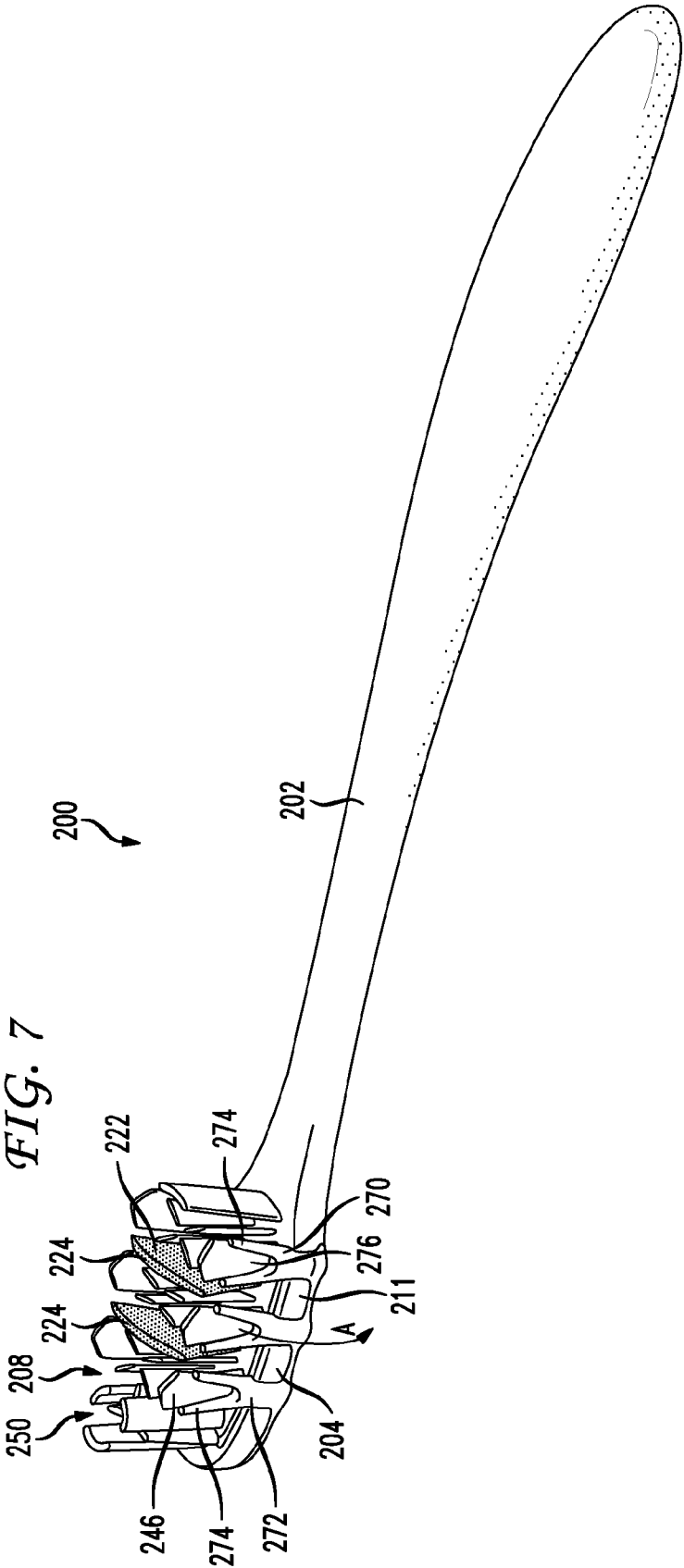


FIG. 8

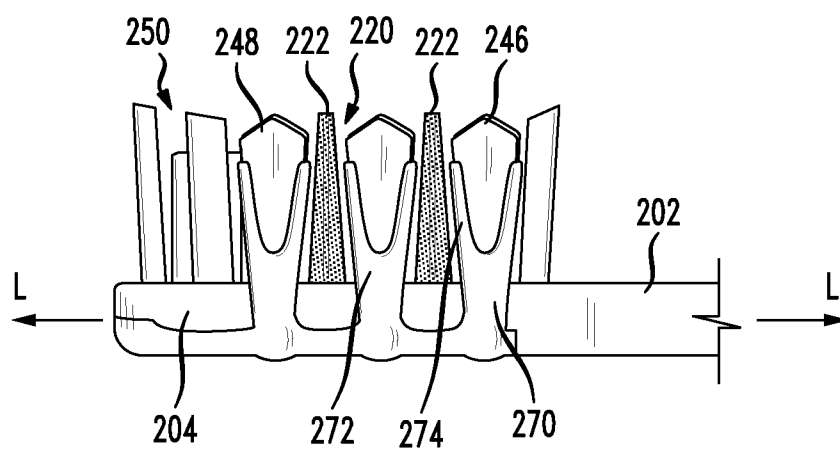


FIG. 9

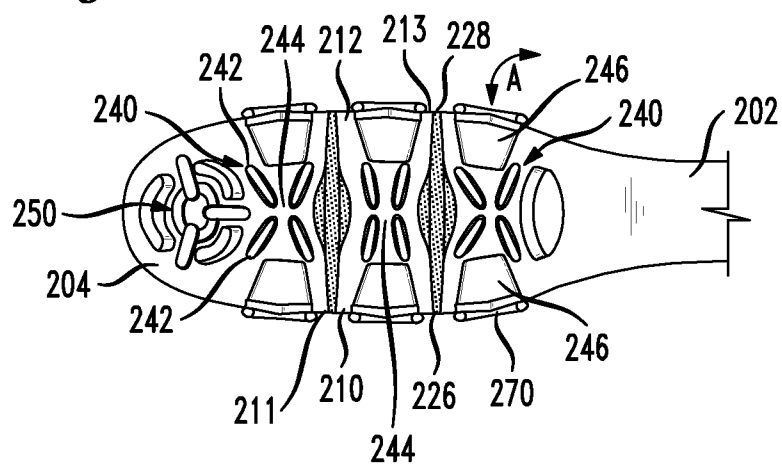


FIG. 10

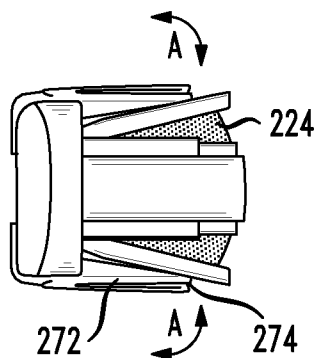


FIG. 11

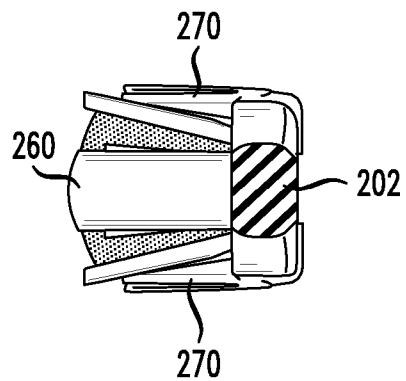


FIG. 12

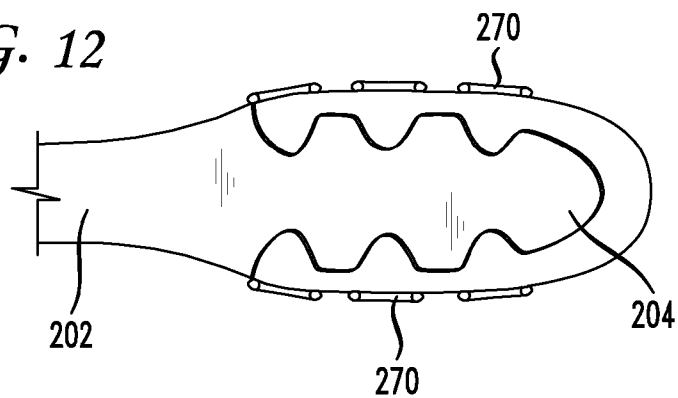


FIG. 13

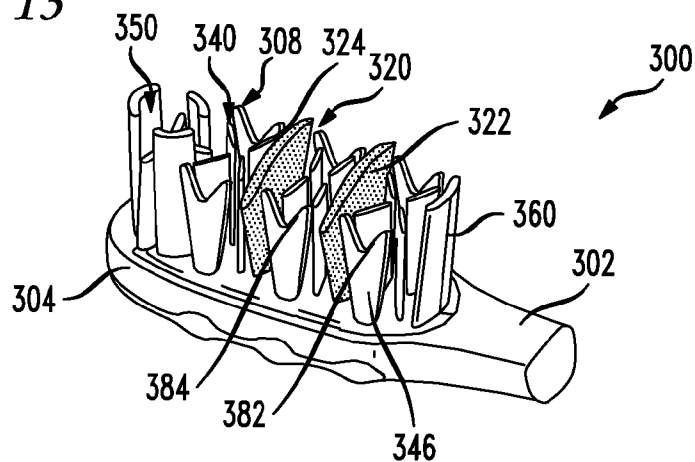


FIG. 14

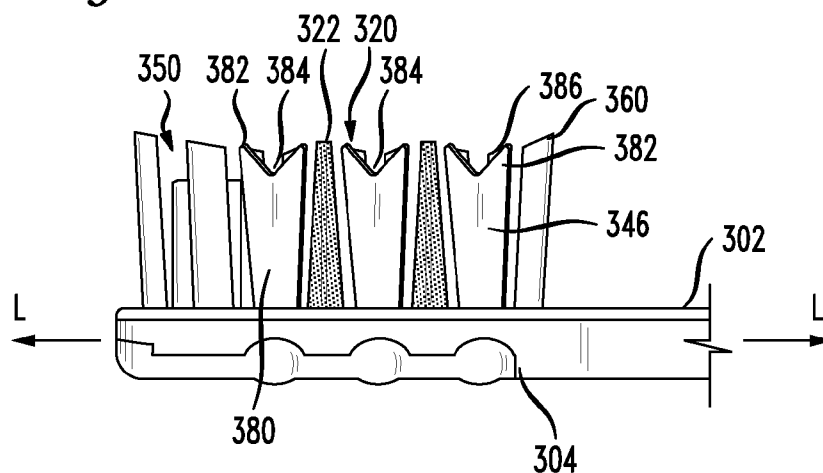


FIG. 15

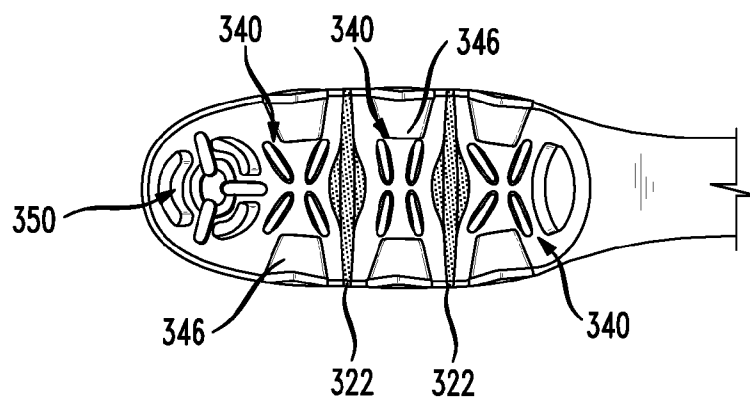


FIG. 16

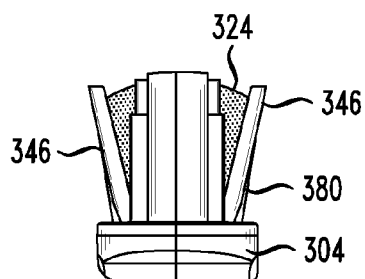


FIG. 17

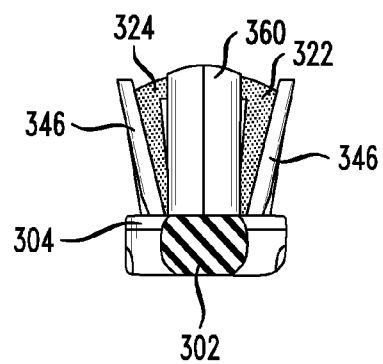
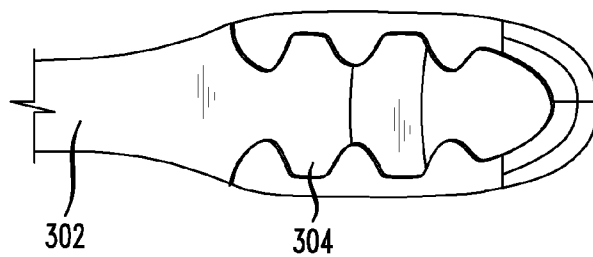


FIG. 18



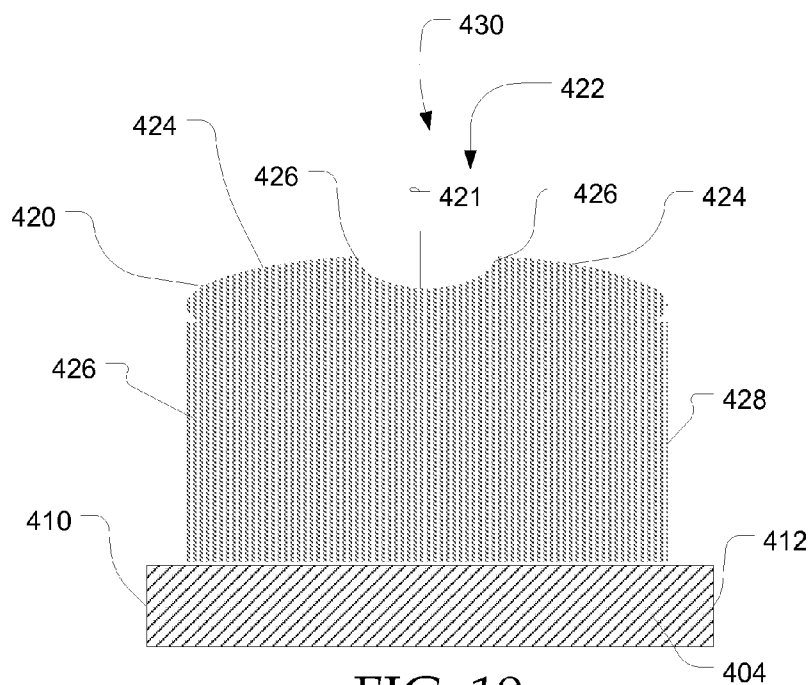


FIG. 19

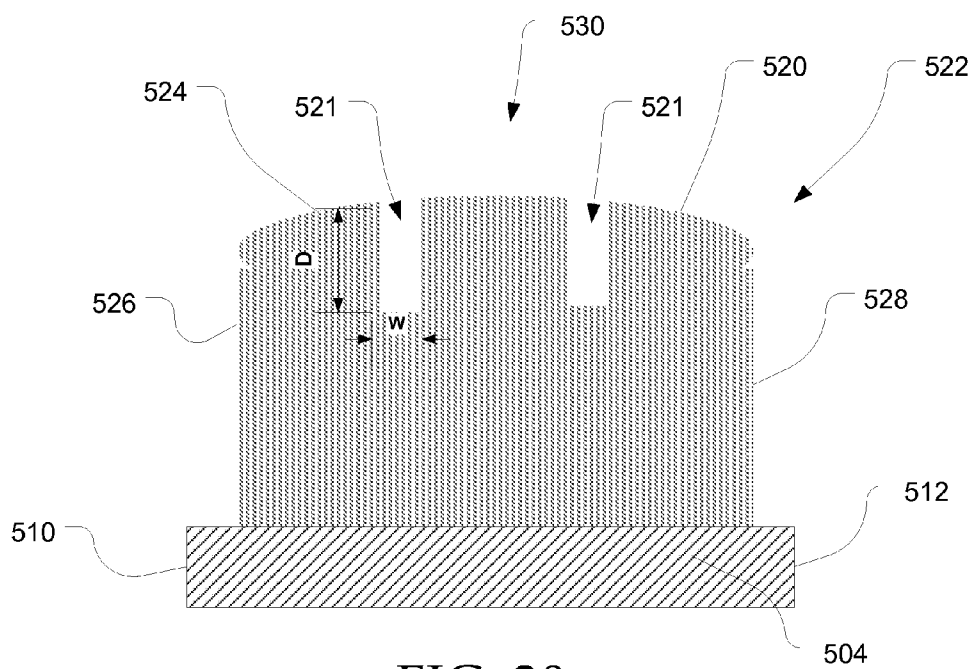


FIG. 20

ORAL CARE IMPLEMENT

CROSS REFERENCE TO RELATED APPLICATIONS

[0001] This application is a divisional of U.S. patent application Ser. No. 12/201,027, filed Aug. 29, 2008, now U.S. Pat. No. 8,776,302, issued Jul. 1, 2014, the entirety of which is incorporated by reference herein.

BACKGROUND OF THE INVENTION

[0002] The present invention pertains to an oral care implement such as a toothbrush with an enhanced cleaning head. An oral care implement such as a toothbrush is used to clean teeth by removing plaque and debris from surfaces of the teeth as well as cleaning gum tissue surrounding the teeth. Conventional toothbrushes typically have a head having tufts of bristles and may also have other types of cleaning structures. Conventional toothbrushes have a limited ability to retain dentifrice on the head for cleaning the teeth. During the brushing process, the dentifrice typically slips through the tufts of bristles and away from contact with the teeth. As a result, the dentifrice often is spread around the mouth, rather than being concentrated on the contact of the bristles with the teeth. Therefore, the efficiency of the cleaning process is reduced.

[0003] The present invention seeks to overcome certain of these limitations and other drawbacks of the prior art, and to provide new features not heretofore available.

BRIEF SUMMARY OF THE INVENTION

[0004] The invention pertains to an oral care implement or toothbrush with a configuration of tooth cleaning elements to provide enhanced cleaning of teeth and gums via improved retention and delivery of dentifrice.

[0005] In one aspect of the invention, an oral care implement has a head and a tooth cleaning element having an end surface such that dentifrice applied to the head is adapted to be directed towards a distal cleaning surface of the head.

[0006] In another aspect of the invention, a first tooth cleaning element has a first side proximate a first side of the head and a second side proximate a second side of the head. A central region of the cleaning element is proximate a central region of the head and proximate the distal cleaning surface of the head.

[0007] In another aspect, the first tooth cleaning element includes a plurality of first tooth cleaning elements, each first tooth cleaning element having a generally convex end and basin such that dentifrice applied to the head is adapted to be directed towards the distal cleaning surface of the head. The plurality of first tooth cleaning elements are spaced along the head.

[0008] In yet another aspect, a central region of the first tooth cleaning element defines an uppermost portion of the distal cleaning surface of the head.

[0009] According to another aspect of the invention, the oral care implement has a second or central tooth cleaning element having a plurality of members arranged in confronting and spaced relation. The second cleaning element is positioned adjacent the first tooth cleaning element. The plurality of members cooperatively form a generally X-shaped member, wherein the plurality of members converge towards a central point. The central point is generally at a central region

of the head. In one exemplary embodiment, a plurality of second tooth cleaning members are included.

[0010] In another aspect, the oral care implement has a plurality of third tooth cleaning elements, or side tooth cleaning elements, that are positioned along peripheral sides of the head. The first tooth cleaning element extends between the plurality of third tooth cleaning elements.

[0011] In another aspect, a prophy cup structure is positioned at a distal end of the head.

[0012] In yet another aspect, a curved tooth cleaning element is positioned at a proximal end of the head. The curved tooth cleaning element may include a plurality of curved tooth cleaning elements positioned in spaced relation at the proximal end of the head.

[0013] According to another aspect of the invention, the oral care implement has a gum massaging element extending from a peripheral side of the head and towards the distal cleaning surface of the head. In one exemplary embodiment, the gum massaging element extends from a peripheral side edge of the head. In a further exemplary embodiment, the gum massaging element has a pair of spaced tines. Distal ends of the tines are positioned below a distal end of the first tooth cleaning element. In addition, the gum massaging element may include a plurality of gum massaging elements positioned at opposite peripheral side edges of the head. Each gum massaging member has a pair of spaced tines.

[0014] In another aspect, the side tooth cleaning element is formed of a flexible resilient material so that the side tooth cleaning element can flex from a first position, through the pair of tines of the gum massaging member to a second position, and back to the first position.

[0015] In yet another aspect of the invention, the head may include a plurality of tooth cleaning elements including a side tooth cleaning element positioned on a side of the head. The side tooth cleaning element has a plurality of spaced tines. In one exemplary embodiment, the side tooth cleaning element has a pair of spaced tines wherein the element is generally V-shaped.

[0016] Other features and advantages of the invention will become apparent from the following description taken in conjunction with the following drawings.

BRIEF DESCRIPTION OF THE DRAWINGS

[0017] FIG. 1 is a perspective view of an oral care implement according to one or more aspects of an illustrative construction;

[0018] FIG. 2 is a partial front view of the oral care implement shown in FIG. 1;

[0019] FIG. 3 is a partial top view of the oral care implement shown in FIG. 1;

[0020] FIG. 4 is a left side view of the oral care implement shown in FIG. 1;

[0021] FIG. 5 is a partial right side view of the oral care implement shown in FIG. 1;

[0022] FIG. 6 is a partial bottom view of the oral care implement shown in FIG. 1;

[0023] FIG. 7 is a perspective view of another oral care implement according to one or more aspects of an illustrative embodiment of the present invention;

[0024] FIG. 8 is a partial front view of the oral care implement shown in FIG. 7;

[0025] FIG. 9 is a partial top view of the oral care implement shown in FIG. 7;

[0026] FIG. 10 is a left side view of the oral care implement shown in FIG. 7;

[0027] FIG. 11 is a partial right side view of the oral care implement shown in FIG. 7;

[0028] FIG. 12 is a partial bottom view of the oral care implement shown in FIG. 7;

[0029] FIG. 13 is a perspective view of another oral care implement according to one or more aspects of an illustrative embodiment of the present invention;

[0030] FIG. 14 is a partial front view of the oral care implement shown in FIG. 13;

[0031] FIG. 15 is a partial top view of the oral care implement shown in FIG. 13;

[0032] FIG. 16 is a left side view of the oral care implement shown in FIG. 13;

[0033] FIG. 17 is a partial right side view of the oral care implement shown in FIG. 13;

[0034] FIG. 18 is a partial bottom view of the oral care implement shown in FIG. 13;

[0035] FIG. 19 is a right side cross-sectional view of a schematic representation of a tooth cleaning element and head construction according to one or more aspects of an illustrative embodiment of the present invention; and

[0036] FIG. 20 is a right side cross-sectional view of a schematic representation of an alternative tooth cleaning element and head construction according to one or more aspects of an illustrative embodiment of the present invention.

DETAILED DESCRIPTION OF THE INVENTION

[0037] In the following description, the invention is discussed in terms of a toothbrush, but could be in the form of other oral care implements including a tissue cleansing implement. Further, it is understood that other embodiments may be utilized and structural and functional modifications may be made without departing from the scope of the present invention.

[0038] FIGS. 1-6 illustrate an oral care implement, such as a toothbrush, generally designated with the reference numeral 100. The toothbrush 100 generally includes a handle 102 and a head 104. The toothbrush 100 generally has a longitudinal axis L, which may also be considered a longitudinal axis L of the head 104.

[0039] The handle 102 is generally an elongated member that is dimensioned so that a user can readily grip and manipulate the toothbrush 100. The handle 102 may be formed of many different shapes, lengths and with a variety of constructions. The handle 102 may have a neck portion directly adjacent to the head 104. In one construction, the handle 102 is integrally formed with the head 104 although other attachment configurations are possible.

[0040] The head 104 generally includes a support member 106 and a variety of different tooth cleaning elements 108 positioned at various locations on the head 104. Each cleaning element 108 will be described in greater detail below. The support member 106 is typically integrally formed with the handle 102 and supports the various tooth cleaning elements 108. As further shown in FIG. 3, the head 104 has a first peripheral side 110 and a generally opposed second peripheral side 112. The head 104 has a central region 114 generally between the peripheral sides 110, 112. The head 104 further has a distal end 116 and a proximal end 118. Finally, the head 104 has a distal cleaning surface 120 (FIGS. 1-2) generally defined by distal ends of the various tooth cleaning elements 108 supported by the head 104.

[0041] As further shown in FIGS. 1-5, the oral care implement 100 has a first tooth cleaning element 122 that is generally fan-shaped. The first tooth cleaning element 122 has a generally convex end surface 124 that curves outwardly. The first tooth cleaning element 122 has a first side 126 proximate the first side 110 of the head 104 and a second side 128 proximate the second side 112 of the head 104. A central region 130 of the end surface 124 is proximate the central region 114 of the head 104. In addition, the central region 130 of the end surface 124 assists in defining the distal cleaning surface 120 of the head. The central region 130 generally represents an uppermost portion of the distal cleaning surface 120 of the head 104. The convex end surface 124 is positioned generally transverse to the longitudinal axis L. The first tooth cleaning element 122 has a base 125 connected to the head 104 wherein the base 125 may be flared outwardly as shown in FIG. 3 to provide additional support. The base 125 has a smaller lateral dimension (from first side 110 to second side 112) than the lateral dimension at the distal end of the first tooth cleaning element 122. As shown in one exemplary embodiment, the first tooth cleaning element 122 includes a plurality of tooth cleaning elements 122 wherein each cleaning element 122 has the generally convex end surface 124 such that dentifrice applied to the head 104 is adapted to be directed towards the distal cleaning surface 120 of the head 104. In one construction, there are three first tooth cleaning elements 122 spaced along the head 104 and along the longitudinal axis L. As further shown in FIGS. 1-3, the central regions 130 of the convex end surfaces 124 of the cleaning elements 122 define the uppermost portion of the distal cleaning surface 120 of the head 104.

[0042] FIGS. 1-3 further show additional tooth cleaning elements 108. In a further construction, the head 104 supports a second tooth cleaning element 140 in the form of a central tooth cleaning element 140. The central tooth cleaning element 140 has a plurality of members 142 that are arranged in confronting and spaced relation. In one construction, the members 142 are angled to form an outer periphery of the element 140. Other configurations are also possible. The tooth cleaning element 140 is a plurality of tooth cleaning elements 140 in an exemplary embodiment. Each tooth cleaning element 140 is positioned generally in the central region 114 of the head 104 between the first tooth cleaning elements 122. The structure of the central tooth cleaning elements 140 assists in retention of dentifrice and maintaining dentifrice in the distal cleaning surface 120 of the head 104.

[0043] The head 104 further supports a third tooth cleaning element 146 in the form of side tooth cleaning elements 146. In an exemplary embodiment, the side cleaning elements 146 are a plurality of side cleaning elements 146. The side cleaning elements 146 are positioned along the first peripheral side 110 of the head 104 and the second peripheral side 112 of the head 104. The side tooth cleaning elements 146 are further positioned between the first tooth cleaning elements 122 and certain side cleaning elements 146 confront the central tooth cleaning elements 140. As further shown, the distal ends of the side tooth cleaning elements 146 may have a tapered configuration. As shown in FIGS. 4 and 5, ends 126, 128 of the first tooth cleaning elements 122 extend beyond the side cleaning elements 146.

[0044] As further shown in FIGS. 1-3, the head 104 supports a prophy cup structure 150. The prophy cup structure 150 is generally at the distal end 116 of the head 104. The prophy cup structure 150 generally has a plurality of arcuate

members **152** positioned in spaced relation and forming a generally circular configuration. The prophy cup structure **150** further has a plurality of radial members **154** that extend through the spaces maintained between the arcuate members. The radial members **154** may be in the form of solid elastomeric walls and the arcuate members **152** may be in the form of curved bristle tufts. Other configurations are also possible. The prophy cup structure assists in holding and directing dentifrice towards the distal cleaning surface **120** of the head **104**.

[0045] The head **104** further supports a curved tooth cleaning element **160** at the proximal end **118** of the head. The curved tooth cleaning element **160** has a generally U-shaped configuration facing towards the distal end **116** of the head **104**. In one construction, the curved tooth cleaning element **160** has a pair of tooth cleaning elements **160** that are in spaced relation. The curved tooth cleaning element **160** may be in the form of a solid elastomeric wall or a tuft of bristles.

[0046] It is understood that the structural configuration of the various tooth cleaning elements **108** can be in the form of solid elastomeric members or in the form of tufts of bristles. For example, the first tooth cleaning element **122** having the fan-shape may be in the form of tufts of bristles wherein the distal ends of the bristles are dimensioned in length to form the generally convex end surface **124**. The central tooth cleaning elements **140**, the side tooth cleaning elements **146**, prophy cup structure **150** and curved tooth cleaning elements **160** may also be in the form of bristles. In a bristle configuration, it is understood that the bristles may be in the form of tufts of bristles wherein the bristles have substantially smaller diameters. The tufts of bristles may be tightly packed. It is understood that the lengths of the bristles can vary as desired. The bristles, as well as the other tooth cleaning elements **108**, can be attached to the support member **106** by known methods, such as being fit within recesses formed in the support member **106**.

[0047] It is understood that the bristles are preferably made from nylon although other materials could be used. The bristles also preferably have a generally circular cross-sectional shape, but could have other cross-sectional shapes as well. The diameter of the bristles can vary depending on the desired cleaning action of the bristles.

[0048] The structures of the tooth cleaning elements **108**, alone and in cooperation, help retain and direct dentifrice towards the distal cleaning surface **120** of the head **104**. This helps maintain contact of the dentifrice with the teeth and gums during brushing rather than having the dentifrice being channeled away from the teeth and gums. For example, the fan-shaped tooth cleaning elements **122**, via the convex end surfaces **124**, assist in directing dentifrice towards the distal cleaning surface **120** of the head **104**. These tooth cleaning elements **122** further enhance interdental cleaning of teeth. The configuration of the convex end surfaces **124**, being transverse to and spaced along the longitudinal axis **L** of the head **104** provide further brushing efficiency as more tooth and gum surface area can be covered when brushing.

[0049] These structures further provide a rolling motion over the teeth and gums during brushing. The central cleaning members **140** as well as the side tooth cleaning members **146** and the prophy cup structure **150** further help maintain and direct dentifrice towards the distal cleaning surface **120** of the head **104**. Tapered distal ends of the side tooth cleaning elements **146** further improve cleaning of interproximal areas and along the gum line of a user. The curved tooth cleaning

element **160** helps prevent dentifrice from passing down towards the handle **102** and away from the distal cleaning surface of the head **104**. Thus, it can be appreciated that with the configuration of the various tooth cleaning elements **108**, a single brush stroke provides more coverage and engagement with the teeth and gums. Because the tooth cleaning members **108** help retain and maintain dentifrice on the head **104** as well as direct dentifrice towards the distal cleaning surface **120** of the head **104**, cleaning of teeth and gums and whitening of teeth is enhanced.

[0050] FIGS. 7-12 illustrate another embodiment of an oral care implement, designated with the reference numeral **200**. This embodiment of the oral care implement has similar structures as the oral care implement **100** shown in FIGS. 1-6 and similar structures may be referenced with similar reference numerals.

[0051] As shown in FIGS. 7-9, the oral care implement **200** has a handle **202** connected to a head **204**. The head **204** supports various tooth cleaning elements **208**. Similar to the embodiment of FIGS. 1-6, the head **204** of the oral care implement **200** supports a first tooth cleaning element **222** having a convex end surface **224**, a second or central tooth cleaning element **240**, a side tooth cleaning element **246**, a prophy cup structure **250** and a curved tooth cleaning element **260**. Structural variations as well as additional structures will be described in greater detail below.

[0052] In the embodiment shown in FIGS. 7-12, a pair of first tooth cleaning elements **222** having convex end surfaces **224** is supported by the head **204**. The first tooth cleaning elements **222** are spaced along the head **204**. Three central tooth cleaning elements **240** are supported by the head **204** and are positioned adjacent or between the first tooth cleaning elements **222**. In this embodiment as can be appreciated from FIGS. 10 and 11, the ends of the first tooth cleaning elements **226, 228** do not extend beyond the side tooth cleaning members **246**. The central tooth cleaning elements **240** have a plurality of members **242** positioned in confronting and spaced relation. Each of the members **242** has one end that converges towards a central point **244** wherein the members generally form an X-shaped central tooth cleaning element (See e.g., FIG. 9). The angular positions of the respective members can vary as desired as can be appreciated from FIG. 9 wherein the middle central tooth cleaning element **240** has a less pronounced X-shape than the adjacent central tooth cleaning elements **240**.

[0053] Similar to the previous embodiment, a plurality of side tooth cleaning elements **246** are attached to the head **204**. The side tooth cleaning elements **246** are positioned along the first peripheral side **210** of the head **204** and the second peripheral side **212** of the head **204**. The side tooth cleaning elements **246** generally confront the central tooth cleaning elements **240**. The side tooth cleaning elements **246** are shorter in length than the side tooth cleaning elements **146** of FIGS. 1-6. The side tooth cleaning elements **246** taper at a distal end to an apex **248** (FIG. 8). The side tooth cleaning elements **246** are further resiliently deflectable.

[0054] The head **204** also supports a gum massaging element **270**. In one construction, the gum massaging element **270** includes a plurality of gum massaging elements **270** positioned generally along the sides **210, 212** of the head **204**. In particular, three gum massaging elements **270** are supported by a first facing surface, or first peripheral side edge **211** of the head **204** and three gum massaging elements **270** are supported by a second facing surface, or second periph-

eral side edge **213** of the second side of the head **204**. In this exemplary embodiment, the gum massaging elements **270** extend from the peripheral side edges **211, 213** of the head **204**. However, it is understood that the gum massaging elements can extend generally from a side **210, 212** of the head **204**. Each gum massaging element **270** has a trunk **272** that supports a pair of spaced tines or prongs **274** that branch out from the trunk **272**. A gap **276** is maintained between the tines **274**. Thus, the gum massaging elements **270** may be considered to have a forked configuration. Generally, no structure is maintained in the gap **276** between the tines **274**. The distal ends of the tines **274** are suitably rounded for comfortable engagement with gum tissue during brushing, which enhances stimulation of gum tissue. The gum massaging elements **270** are also semi-rigid, but have some degree of flexibility for comfort. It is understood that the gum massaging elements **270** can have different configurations including other numbers of tines **274**.

[0055] During brushing as the various tooth cleaning elements **208** engage a user's teeth, the gum massaging elements massage the user's gums. Referring to FIGS. 7, 9 and 10, the gum massaging elements **270** further interact with the side tooth cleaning elements **246** during brushing. As shown, the side tooth cleaning elements **246** are positioned inward of the gum massaging elements **270**. As indicated by the arrow A, the side tooth cleaning elements **246** may resiliently flex from a first position shown in FIGS. 7, 9 and 10, to a second position generally through the gap **276** between the tines **274**. The gum massaging elements **270** prevent the side tooth cleaning elements **246** from deflecting completely over the sides of the head **204**, or extreme bending in a transverse (e.g., side-to-side) direction. This structural interaction helps to maintain the side tooth cleaning elements **246** in better engagement with teeth and gums during brushing. The side tooth cleaning elements **246** are resiliently deflectable and may flex from the second position, back through the forked configuration of the gum massaging elements **270**, to the first position shown in FIGS. 7, 9 and 10.

[0056] Similar to the oral care implement **100** of FIGS. 1-6, the various tooth cleaning elements **208**, alone and in combination, help retain dentifrice on the head **204**. These structures further help to direct dentifrice towards the distal cleaning surface **220** of the head **204**. The gum massaging elements **270** provide additional tissue stimulation while also interacting with the side tooth cleaning elements **246** to help maintain better engagement with the teeth and gums. Similar benefits discussed above are also equally applicable to the oral care implement **200** disclosed in FIGS. 7-12.

[0057] FIGS. 13-18 illustrate another embodiment of an oral care implement, designated with the reference numeral **300**. This embodiment of the oral care implement has similar structures as the oral care implements **100, 200** shown in FIGS. 1-12 and similar structures may be referenced with similar reference numerals.

[0058] As shown in FIGS. 13-15 the oral care implement **300** has a handle **302** connected to a head **304**. The head **304** supports various tooth cleaning elements **308**. Similar to the embodiment of FIGS. 1-12, the head **304** of the oral care implement **300** supports a first tooth cleaning element **322** having a convex end surface **324**, a second or central tooth cleaning element **340**, a side tooth cleaning element **346**, a prophy cup structure **350** and a curved tooth cleaning element **360**. Structural variations will be described in greater detail below.

[0059] In the embodiment shown in FIGS. 13-18, the first tooth cleaning element **322**, the central tooth cleaning element **340**, the prophy cup structure **350** and the curved tooth cleaning element **360** have generally similar structures as discussed above with respect to the oral care implements **100, 200** of FIGS. 1-12. Thus, for example, dentifrice applied to the head **304** will be directed to a distal cleaning surface **320** of the head **304**. The more detailed description of these structures above applies to these corresponding structures shown in FIGS. 13-18.

[0060] As further shown in FIGS. 13-15, the side tooth cleaning elements **346** have different structure from the previous embodiments. The side tooth cleaning element **346** generally has a base **380** and a pair of spaced tines **382** separated by a gap **384**. The base **380** is supported by the head **304**. The distal ends **386** of the tines **382** are tapered and can vary in length. In one embodiment, the tines **382** are at a height below a height of the distal ends of the first tooth cleaning elements **322**. Generally, the side tooth cleaning element **346** is V-shaped, or forked shaped. As shown in FIGS. 13 and 15, the side tooth cleaning element **346** is angled outwardly towards peripheral side edges of the head **304**. In an exemplary embodiment, the head **304** includes a plurality of elements positioned on each side of the head **304**. In a further exemplary embodiment, there are three side tooth cleaning elements **346** on one side of the head **304** and three side tooth cleaning elements **346** on an opposite side of the head **304**. It is understood that the number of tines **382** can vary as desired as well as the overall number of side tooth cleaning elements **346**. The side tooth cleaning elements **346** are sufficiently flexible. The side tooth cleaning elements **346** with the spaced tines **382** are ideal for interdental cleaning. In addition, no structure is typically included between the spaced tines **382**.

[0061] FIGS. 19-20 illustrate other constructions of the first tooth cleaning element **422** and **522** for an oral care implement. These constructions of the oral care implement has similar structures as the oral care implements **100, 200, 300** shown in FIGS. 1-18 and similar structures may be referenced with similar reference numerals. Structural variations will be described in greater detail below.

[0062] In the construction shown in FIG. 19, first tooth cleaning element **422** is generally fan-shaped. The first tooth cleaning element **422** has a generally compound arcuate end surface **424** that curves outwardly and inwardly with respect to the head **404**. The inward curve portion or concave region defines a basin surface or basin portion **421**. The first tooth cleaning element **422** has a first side **426** proximate the first side **410** of the head **404** and a second side **428** proximate the second side **412** of the head **404**. A central region **430** of the end surface **424** assists in defining the distal cleaning surface **420** of the head. The central region **430** generally represents an uppermost portion of the distal cleaning surface **420** of the head **404**. The intersection of basin portion **421** and convex portions **424** defines at the apex, an interdental cleaning surface **426**, that penetrates into the interproximal areas between the teeth and sweeps away the plaque and debris. In this construction, the concave nature of the distal cleaning surface **420** of cleaning elements directs the dentifrice to be retained during the sweeping or oscillating motion of the head. With the arrangement of basin portion **421**, dentifrice is retained to stay longer to concentrate the contact of the dentifrice with the teeth during a brushing operation for efficient cleaning. The end surface **424** is positioned generally transverse to the

longitudinal axis L shown in FIG. 2, for example. In one construction of a toothbrush, three first tooth cleaning elements 422 spaced along the head 404 and along the longitudinal axis L similarly as toothbrushes 100, 200, and 300.

[0063] In the construction shown in FIG. 20, first tooth cleaning element 522 is generally fan-shaped. The first tooth cleaning element 522 has a generally compound arcuate end surface 524 of a split nature that curves outwardly and has slit portions or basin portions 521. Portion 521 has a width W and depth D. In one arrangement, the ratio of D/W is greater than 1.0. This arrangement provides a deeper basin to retain dentifrice while enhancing interdental cleaning efficiencies of the end surface 524. Nevertheless, the ratio of D/W could be less than 1.0 to provide a larger width for receiving additional dentifrice. The first tooth cleaning element 522 has a first side 526 proximate the first side 510 of the head 504 and a second side 528 proximate the second side 512 of the head 504. A central region 530 of the end surface 524 assists in defining the distal cleaning surface 520 of the head. The central region 530 generally represents an uppermost portion of the distal cleaning surface 520 of the head 504. In this construction, the slit nature of the distal cleaning surface 520 of cleaning elements directs the dentifrice to be retained during the sweeping or oscillating motion of head. With the arrangement of basin portion 521, dentifrice is retained to stay longer to concentrate the contact of the dentifrice with the teeth during a brushing operation for efficient cleaning. In that the slit portions 521 acts as a catch basin for the dentifrice. The end surface 524 is positioned generally transverse to the longitudinal axis L shown FIG. 2, for example. In one construction of a toothbrush, three first tooth cleaning elements 522 spaced along the head 504 and along the longitudinal axis L similarly as toothbrushes 100, 200, and 300.

[0064] The toothbrushes 100, 200, 300 can be formed using a variety of manufacturing processes. Components of the toothbrushes 100, 200, 300 can be individually formed and subsequently connected. The toothbrush 100, 200, 300 is particularly suitable for cleaning elements in the form of strands or bristles attached via anchor free tufting (AFT). In the AFT toothbrush brush making process, described in detail in U.S. Pat. No. 6,779,851, nylon is fed into a pre-molded plate that can be made from any thermoplastic or elastomer material or combination thereof. This nylon may be processed into bristle tufts of various sizes and shapes. The proximal end of the nylon is heated and melted to retain the nylon in the head plate. The head plate may then be ultrasonically welded to a pre-molded handle that has a peripheral wall or frame on which the head plate will rest and become fused to the handle. In other methods, the head can be formed having an opening wherein the tooth cleaning elements are injection-molded in a further process step through the opening in the head. The second tooth cleaning element can also be pre-molded and then sonically-welded to the head. Other suitable manufacturing processes can also be utilized.

[0065] The inventive aspects may be practiced for a manual toothbrush or a powered toothbrush. In operation, the previously described features, individually and/or in any combination, improve cleaning performance of toothbrushes. These advantages are also achieved by the cleaning elements and the synergistic effects. While the various features of the tooth-

brush work together to achieve the advantages previously described, it is recognized that individual features and sub-combinations of these features can be used to obtain some of the aforementioned advantages without the necessity to adopt all of these features. This unique combination of elements improves and enhances cleaning and teeth whitening performance of toothbrushes. It is understood that designations such as "first," "second," "third" and "fourth" are for illustrative purposes and can be interchanged.

[0066] While the invention has been described with respect to specific examples including presently preferred modes of carrying out the invention, those skilled in the art will appreciate that there are numerous variations and permutations of the above described systems and techniques. Thus, the spirit and scope of the invention should be construed broadly as set forth in the appended claims.

We claim:

1. An oral care implement comprising:
 - a head;
 - a gum massaging element extending from proximate a peripheral side of the head; and
 - a plurality of tooth cleaning elements positioned on the head including a side tooth cleaning element positioned inwards and adjacent the gum massaging element wherein the gum massaging element provides transverse support to the side tooth cleaning element during brushing.
2. The oral care implement of claim 1 wherein the gum massaging element extends from a peripheral side edge of the head.
3. The oral care implement of claim 1 wherein the gum massaging element has a pair of spaced tines.
4. The oral care implement of claim 3 wherein distal ends of the tines are at a height below a height of distal ends of the plurality of tooth cleaning elements.
5. The oral care implement of claim 1 wherein the gum massaging element comprises a plurality of gum massaging elements positioned at opposite peripheral sides of the head.
6. The oral care implement of claim 5 wherein each gum massaging member has a pair of spaced tines.
7. The oral care implement of claim 1 comprising a plurality of side tooth cleaning elements and a plurality of gum massaging elements wherein each side tooth cleaning element is positioned inwards and adjacent a respective gum massaging element.
8. The oral care implement of claim 7 wherein each gum massaging element has a pair of spaced tines and wherein the side tooth cleaning members have a first position and are resiliently flexible wherein the side tooth cleaning members can flex through the respective pair of tines and back to the first position.
9. The oral care implement of claim 1 wherein the gum massaging element is semi-rigid.
10. The oral care implement of claim 1 wherein the plurality of tooth cleaning elements includes at least one first tooth cleaning element defining a distal end having a generally convex surface and basin surface such that dentifrice applied to the head is retained.

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